



## The Business of Art | A Professional Development Symposium

Nevada County Arts Council is thrilled to offer its creative community *The Business of Art* - a full day of illuminating plenaries, panels and participatory workshops led by thought leaders and influencers from the field. Marketing and media workshops, business planning, partnerships, legal advice, and mentoring will be offered at this multi-partner event, with expert speakers, panelists, workshops leaders and facilitators selected both locally and from across California.

**When:** All day on Saturday February 29 (doors open at 8.30am)

**Where:** Sierra Academy of Expeditionary Learning, 505 Main Street, Nevada City

**Who for:** Emerging, mid and late career creative professionals or local business owners wondering what all the buzz is about.

[Register here](#)

"Work local but think global"



Peter Blachley, former music video pioneer at Capitol Records/EMI and founder of the legendary Morrison Hotel Gallery, is one of three keynote speakers: "One of the themes I hope to touch on is the concept that you have to work local but think global. It's very important that you try to choose the widest possible audience for

your art no matter what that is. You really have no idea how it's going to reach someone a thousand miles or ten thousand miles away."

[View the Presenters](#)

## Who should come

Blachley is joined by celebrated photographer, filmmaker and designer Norman Seeff and his producer, Charles Hannah, along with an array of regional innovators, local leaders and creatives succeeding in their profession.

"Whether you are an emerging or mid-career professional, or simply need some serious networking and peer-to-peer time as a late-career, fully-fledged professional, everyone will take away new, fresh inspiration and knowledge - everyone has something to give."



[Full Program](#)

**"Attendees will participate in sessions exploring the top trends and challenges in our field. They will experience a special vibe creatives won't want to miss."**

**Be the first to hear about real opportunities close to home**

On Saturday February 29 we'll also be sharing local and regional opportunities to advance your career, connect with the business world, and advocate for the arts.

Join discussions around pressing cultural, artistic and professional issues and opportunities. These include California's new [AB5 law](#) , [Spring into Art](#) , [California Arts Culture & Creativity Month](#) , California Arts Council's new [Strategic Framework](#) ,



Forest⇒Fire, Emergency Preparedness of Creatives, [HOME | A Cultural Equity Convening](#) , and many more...

[Outline of the Day](#)



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